

2/9/2006 11:49 PM FROM: Fax TO: 1 571 273 8300 PAGE: 005 OF 006

Jeffrey P. Szmarda )  
Serial No.: 09/982,640 )  
Filed: 10/18/2001 )  
For: A Method of Retrieving )  
Advertising Information and Use of )  
the Method )

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Request for Reconsideration

Applicant is in receipt of the Office Action dated November 9, 2005. Claims 1-42 and 44 are pending in this application.

Reconsideration of Examiner's final office action is hereby requested based on what is believed to be clear error. Details appear in the Remarks section of this paper.

Remarks

1. In claims 16, 23, 30, and 37 no proper ground of rejection has ever been proffered.

1/5

Szmarda, 09/982,640, D/N 801001